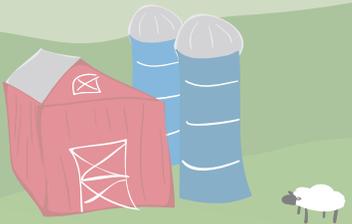


# The Little Co-op that could.

A VERMONT LOVE STORY



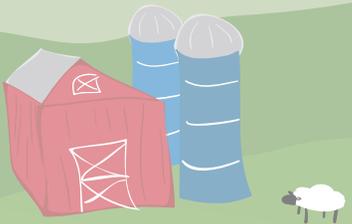
# In the Beginning

- The Onion River Co-op (ORC) City Market, Began as a buying club in 1973.
- Since then the Co-op Grew and Relocated several times.



# Downtown Grocery Store Closes June, 1999

Price Chopper closes,  
Leaving downtown Burlington  
Residents with no source of  
reasonably priced food within  
walking distance.



The city solicits bids from developers: Both Shaw's and the Onion River Co-op top the list of submitted proposals to build a grocery store on a downtown city lot.

# Burlington residents discuss grocery store choices

## Co-op, Allen plans remain in the running

By Matt Sutkoski  
Free Press Staff Writer

Two competing proposals for a supermarket in the city's downtown received mixed reviews Monday

from a handful of Burlington residents.

Some feared that one of the two choices, a market run by the Onion River Co-op, would offer items that are too pricey for low-income people. Some wondered whether the other proposed store operator, Sherman Allen, would provide a large enough variety of goods. Allen operates a Stowe grocery and several

convenience stores elsewhere in Vermont.

Finding someone to operate a downtown supermarket gained urgency in June when a Price Chopper on Cherry Street closed. That left many Burlington residents no source of reasonably priced food within walking distance. The nearest supermarkets to downtown Burlington and the Old North End are a few miles

### Supermarket hearing

■ **WHAT:** Public hearing with two proposals by potential developers of a downtown Burlington super-

market.

■ **WHEN:** 7 p.m. Monday.

■ **WHERE:** Connois Auditorium, City Hall.

away on North Avenue, Shelburne Road or in Winooski.

A selection committee offered the two choices to the

Burlington City Council on Monday, after discarding three other possible operators as being too big, too expensive, or too limited for

the proposed space on South Winooski Avenue. The site has a vacant building that was once Burlington's police station.

Levi Sanders, who works at the Chittenden Emergency Food Shelf, said he wonders whether the Onion River Co-op is too chic for people with limited incomes. "The co-op is very, very expensive," he said.

See MARKET, 3B



The choice between the conventional Grocer and the Co-op becomes a political and emotional issue for Burlington residents and is highlighted in the local media.

The matter is portrayed as a mini class war in a PBS documentary, "People Like Us: Social Class in America"

## Supermarket splits Ward 2 candidates

By Lesllo Wright  
Free Press Staff Writer

Bradi Baker campaigned for a Shaw's supermarket in Burlington. Bill Stahl voted for the Onion River Co-op.

If one issue defines the two Burlington City Council candidates vying for the Ward 2 seat, it's the supermarket debate.

Stahl, a Progressive, is seeking a second two-year term on the 14-member council.

Baker, a Democrat who has never run for office, would like to unseat him. Gene Shapinas, an independent, filed for office, but failed to collect enough valid signatures to be on the

### TOWN MEETING 2000

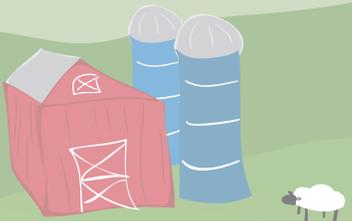
An ongoing look at the city ballot

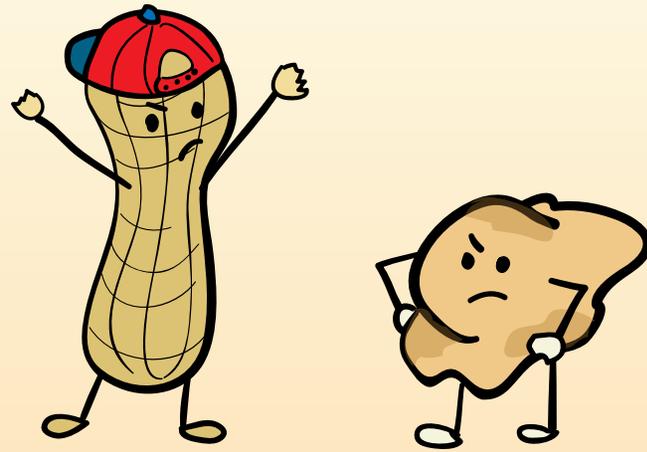
Profiles, 5B

closed its Cherry Street store in June, city residents, including those in nearby Ward 2, were left without a supermarket within walking distance.

Ward 2 stretches from Main Street north to the Intervale and is bordered by North Union Street, Willard Street to the west and Elmwood Avenue to the east. It includes much of the

See **WARD 2**, 5B





Residents question whether the Co-op will be able to provide a wide selection of affordable items.

Public hearings get heated as the two sides passionately ARGUE FOR and AGAINST the Co-op.



# December 1999

Amid political pressure, the BURLINGTON City Council votes 12 - 2, selecting the Co-op to be the new downtown SUPERMARKET.

Shaw's fails to meet zoning requirements and ORC is willing to address public concerns, which will be outlined in the Lease agreement.

## Council chooses co-op

Shaw's backers seek special vote

By Leslie Wright  
*Free Press Staff Writer*

The Burlington City Council overwhelmingly endorsed the Onion River Co-op's plan for a downtown supermarket on Monday night.

After three hours of testimony and debate, the Council voted 12-2 to move ahead with the local store's plan for a 17,000-square-foot store with a 15,000-square-foot farmers' market called Central Market.

The decision is met with controversy, and a petition forces a citywide referendum to give the city the discretion to provide an \$800,000 tax subsidy to Shaw's.

# Shaw's to fight grocery vote

## City Council expected to pick co-op proposal

By Leslie Wright  
Free Press Staff Writer

The Burlington City Council is poised to choose a supermarket for downtown Burlington tonight, and the winner likely will be the Onion River Co-op. Waiting in the wings is Shaw's, the potential loser in the process, planning to make a move to derail the council's decision.

Shaw's plans to submit a petition with 2,500 signatures calling for a citywide election. If at least 1,191 of the signatures are from registered city voters, the council would be compelled to hold a special election as soon as next month, city attorney Joe McNeil said.

The prospect of a citywide vote worries some councilors who fear Shaw's has the financial clout to win public approval.

"Shaw's is out there hiring people to get these signatures. They are trying to buy us off here. It's a continuation of this ad campaigning," Council President Jane

## GROWTH

Knodell, PC-Ward 2, said.

Others welcome the chance to let voters weigh in on what has been a highly politicized and controversial matter.

"The mayor and Progressives are off base with what the community wants," said Councilor Matt Gardy, R-Ward 7, referring to co-op supporters. "When you talk to the people on the street and the elderly, they want Shaw's."

While an election will delay the process, it is unclear whether a citywide vote

would change the outcome when it comes to putting a supermarket in downtown Burlington.

Shaw's and the Onion River Co-op are vying to build a grocery store on a city-owned lot on South Winoski Avenue. This evening, the council is set to vote on a resolution supporting the co-op plan.

The resolution was sponsored by Knodell, Rob Backus, D-Ward 5; Andrew Montroll, D-Ward 6; Tom Smith, PC-Ward 3; and Chapin Spencer, PC-Ward 1.

That coalition along with Barbara Perry, I-Ward 6, and Bill Stahl, PC-Ward 2,

## Meeting

■ **WHAT:** The Burlington City Council is expected to support a resolution that picks the Onion River Co-op as the city's downtown grocery store.

■ **WHERE:** Catois Auditorium, City Hall, Burlington.

■ **WHEN:** 7 tonight.

and Golin-Campbell, PC-Ward 3, — who have said they plan to support the co-op plan — make up a majority of the 14-member council.

cil.

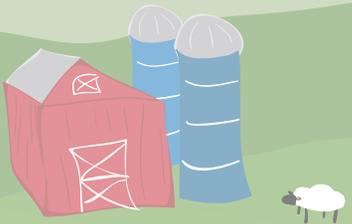
A week ago, Mayor Peter Clavelle threw his support behind the co-op plan.

The store appealed to the mayor because it is locally owned and its design could become a model for urban development. Shaw's plan, Clavelle said, is too big for the lot.

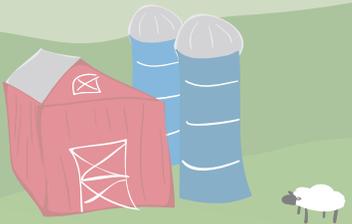
Finding a grocery store for downtown Burlington became an issue after Price Chopper on Cherry Street went out of business in June. That left city residents without transportation lacking an affordable source of gro-

See GROCERY, 3B

The referendum is defeated, but leaves some Burlington residents with the impression that city politicians have ignored their voice when choosing a local "health food store" over a familiar conventional grocery store.



# Seniors Voice Opposition to Co-op



# Co-op construction to start next week

## City Council agrees to 100-year lease

By Leslie Wright  
Free Press Staff Writer

A year after downtown Burlington lost its only supermarket, the city has signed a lease with the Onion River Co-op for a new store; a local bank is poised to finance the project; and next week construction crews are scheduled to get to work.

The Burlington City Council on Monday night agreed to lease the lot on

South Winooski Avenue to the co-op for 100 years. The co-op agreed to "operate a full-service supermarket serving a broad range of Burlington residents."

"What is important here is we have a guarantee for a supermarket for 100 years," Community and Economic Development Director Michael Monte said.

The city is obligated to prepare the lot, home to a municipal parking lot and former police station, before the co-op starts building. Groundbreaking for the new building is scheduled for

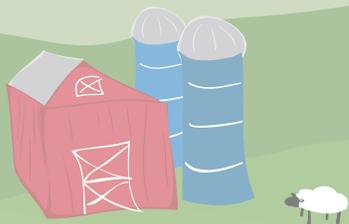
See **CO-OP**, 3B.

A 100-year Lease is granted by the city of BURLINGTON.

December 20, 2001: ORC closes on a \$3,625,000 Loan with the Rural Development Division of the USDA.

City adds Lease addendum to address residents concerns.

ORC choose to call the new store: City Market



# Supermarket Principles

The Co-op will meet the needs of Low-to-moderate income, disabled and elderly residents.

Offer a large selection of products, including a conventional products to serve the full range of residents

The Co-op will support Local Agriculture and Vermont Products.



# February 20, 2002



Onion River Co-op's City Market opens to a line of more than 200 enthusiastic Co-op and community members. 2,500 customers visit by the end of the day.



# The Co-op Today

City Market is owned by the community.

Over 8,600 households and individuals are today members of the Co-op.

(membership is up 50% from a year ago)

Members elect a Board of Directors (BOD)

The Board sets policy





City Market is a hybrid store: new shoppers and old Co-op members alike choose from a variety of popular conventional items and organic products.



# The Onion River Co-op will be central to a thriving and healthy community, where

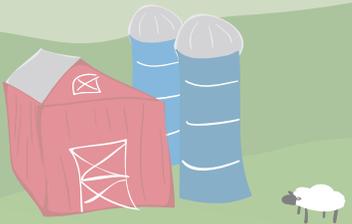
Consumers have local access to progressive environmental, social, and healthful choices;

Residents enjoy an enhanced quality of life;

The local food system is strengthened;

The cooperative model is supported;

Our owners have a sense of pride in their cooperative



# Statistics on Employees

CURRENT number of employees: 173

FULL-time employees: 129 (75%)

Live in BURLINGTON: 65%



# Statistics on Employees

## Wages:

Average bargaining unit wages exceed livable wage figures for Burlington by \$.93 per hour

Co-op service employees earn on average 25% more in wages than their conventional supermarket counterparts



# Employee Benefits

100% match up to 6% on 401(k)

Pay 100% of Health Care Premium for full-time employees

Four weeks paid time off in 1st year

Mass transit benefit

15% product discount



# Job recruitment & Staff Diversity

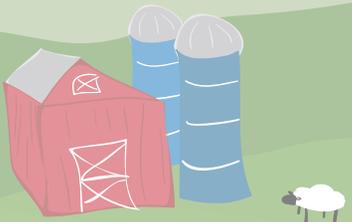
V.A.B.I.R. (Vermont Association of Business, Industry and Rehabilitation)

Vermont Refugee Resettlement Program

Association of Africans Living in Vermont

Howard Center

Offender Re-entry Program



# Seniors Today

## Lunch With Neighbors:

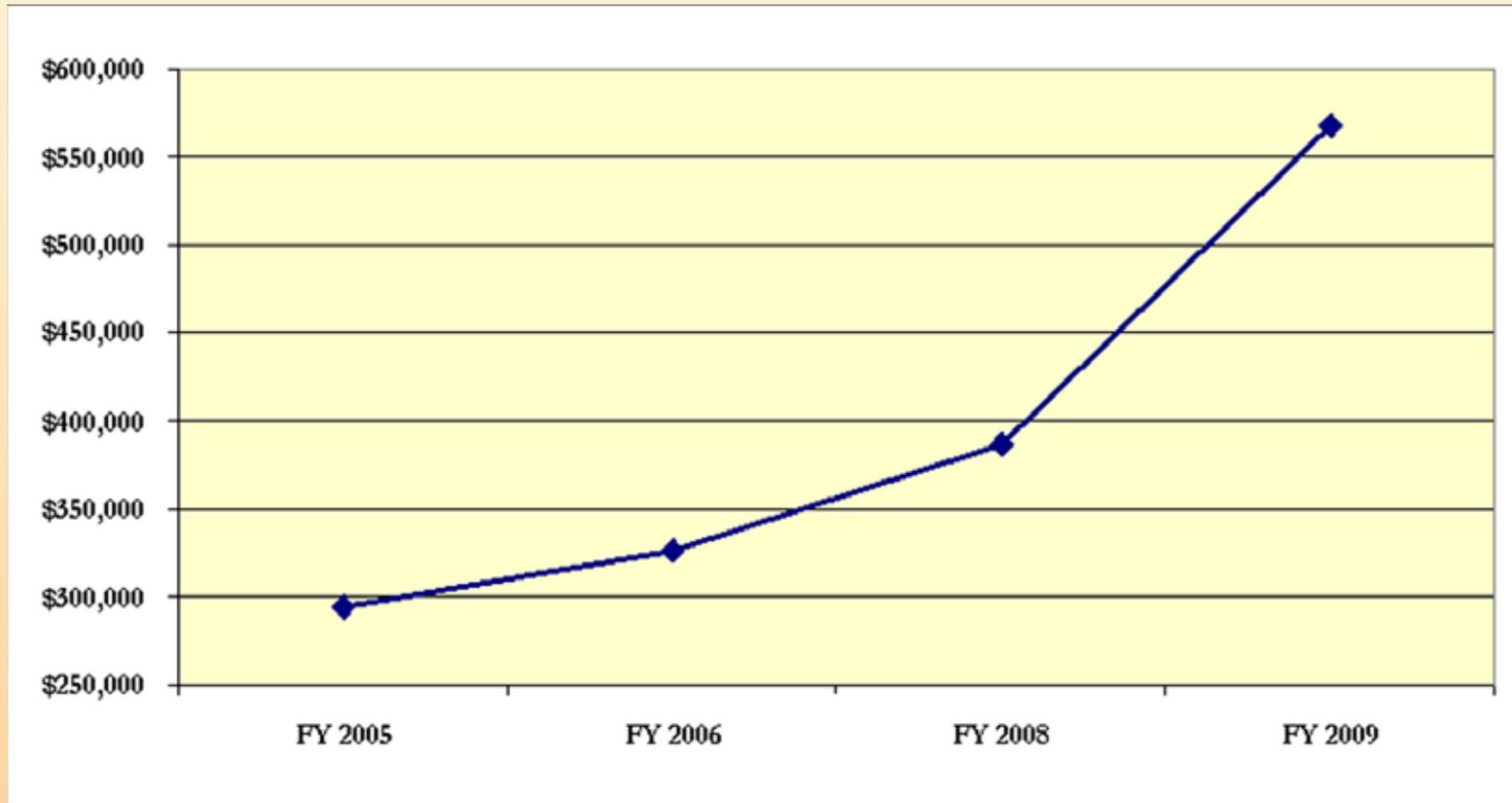
- OVER 900 meals a year (no charge)
- FOUR BURLINGTON senior centers
- OVER 4,000 meals since the program began in 2005

FROM CRITICS TO STRONG SUPPORTERS

SENIORS GET 5% DISCOUNT



# Food Stamp Sales (3SquaresVT)



# The Food for ALL Member Program

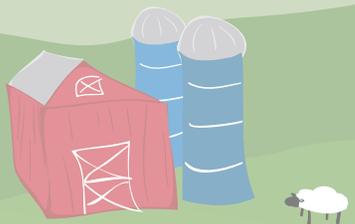
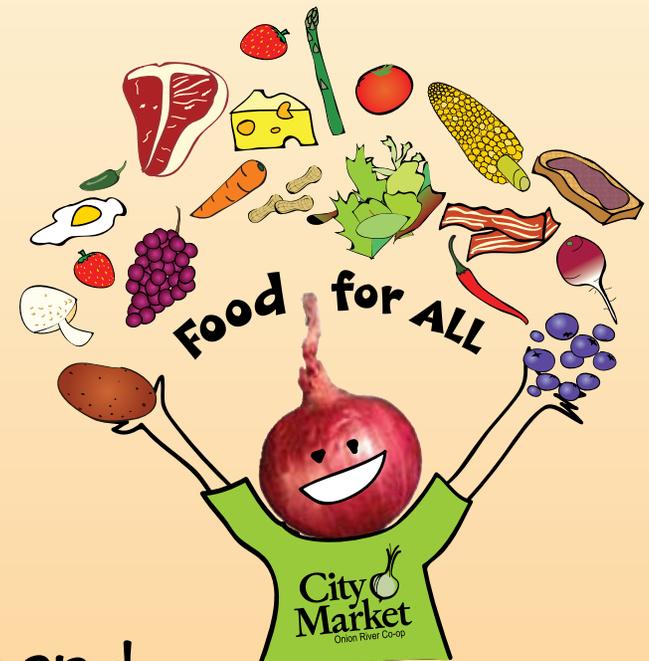
is a 10% discount program (excluding wine and beer)

## Who is ELigible?

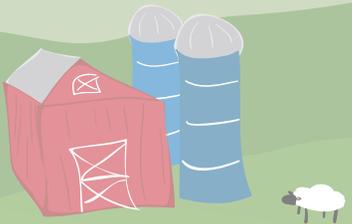
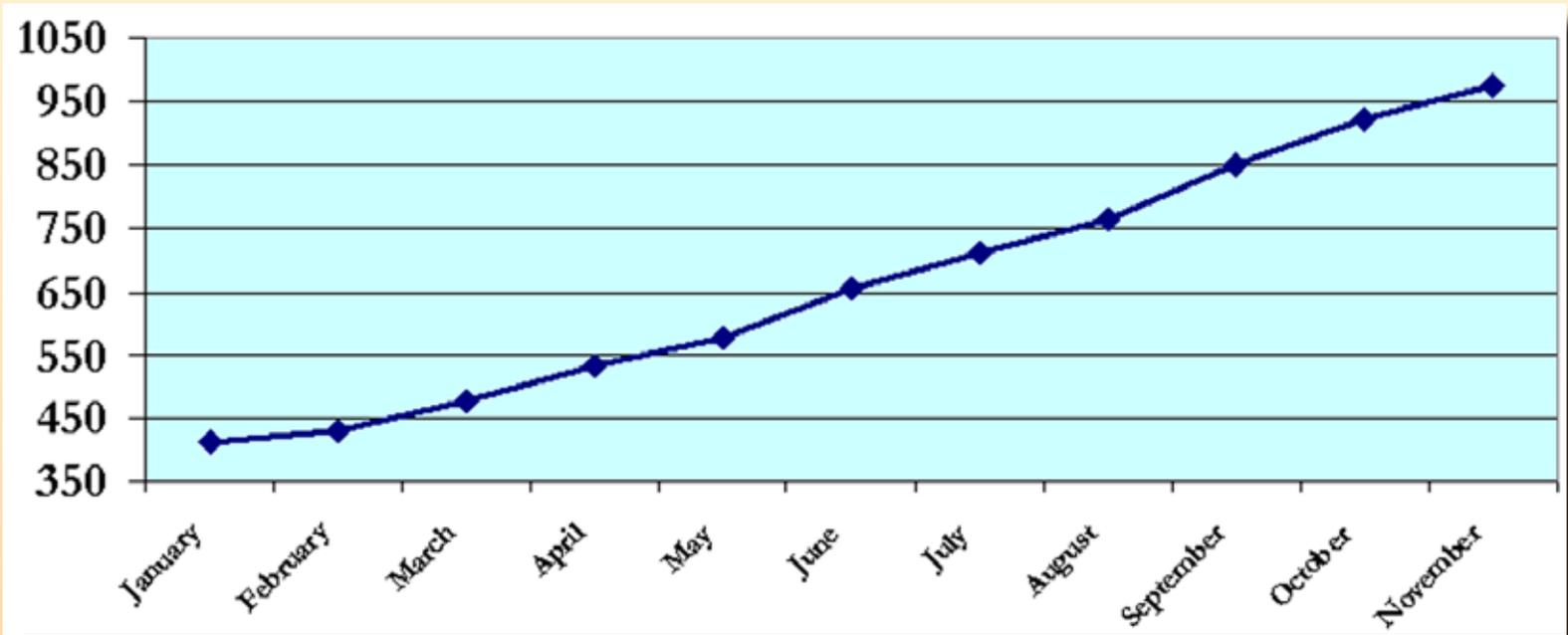
Any member\* who receives:

- Food Stamps (3SquaresVT)
- Women, Infants & Children (WIC)
- Disability

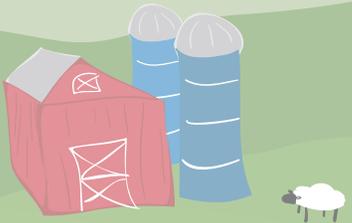
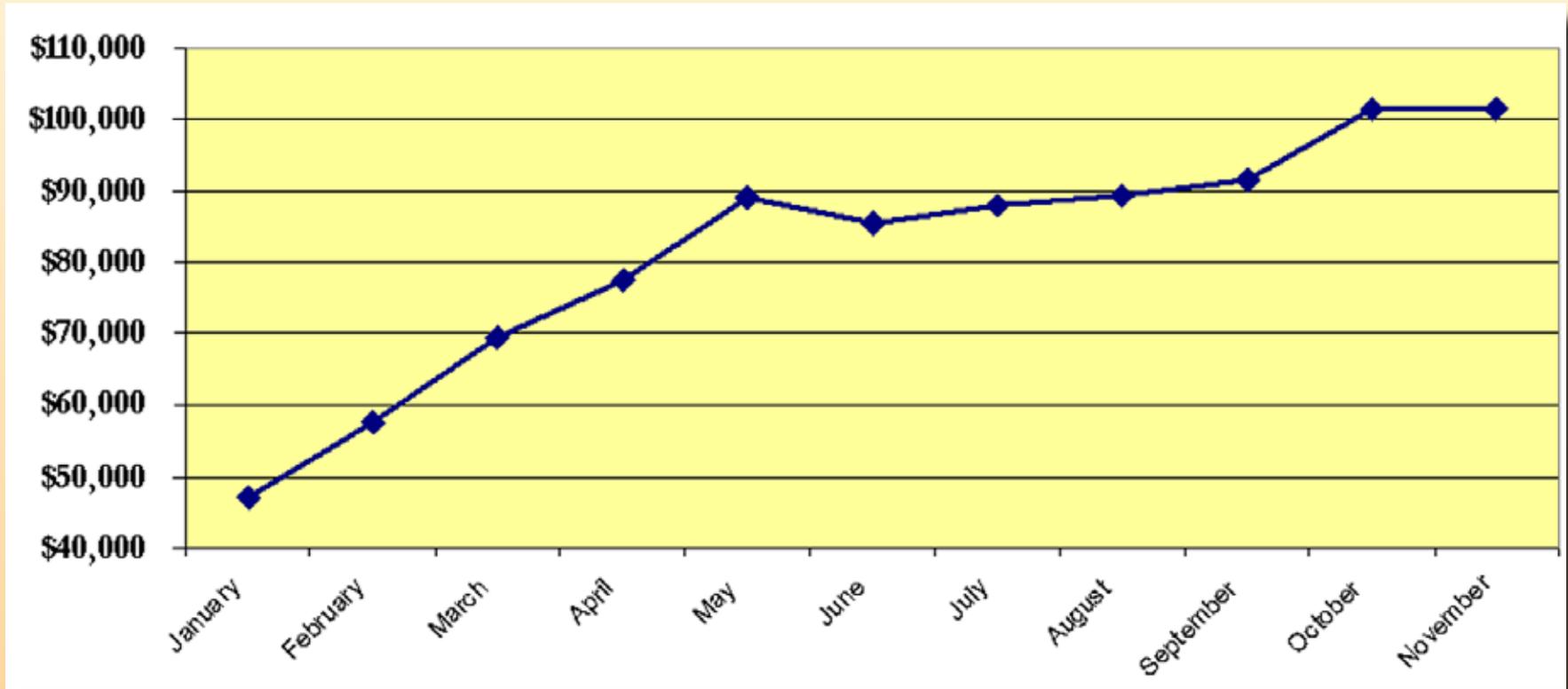
\*ELigible members may claim hardship and waive their \$15 member equity fee for 1 year



# Food for ALL Member Participation



# Food for ALL Member Sales



# Chittenden Emergency Food Shelf

Tear off coupons FY 06-09

\$114,848

Cash Donations

\$64,400

Additional Donations

\$21,700

---

\$200,948

**The Food Shelf's 2008 annual food budget was \$150,000**



# Why Local?

Building Community

Sustainability, Freshness, Variety, Quality

Support Local Economy

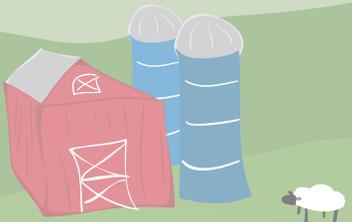


# Buying Local

The Co-op purchases over \$4 million in VT products each year.

The multiplier effect for agriculture (2.5) is one of the highest of any sector of the economy

65¢ cents of every dollar spent at City Market stays in Vermont

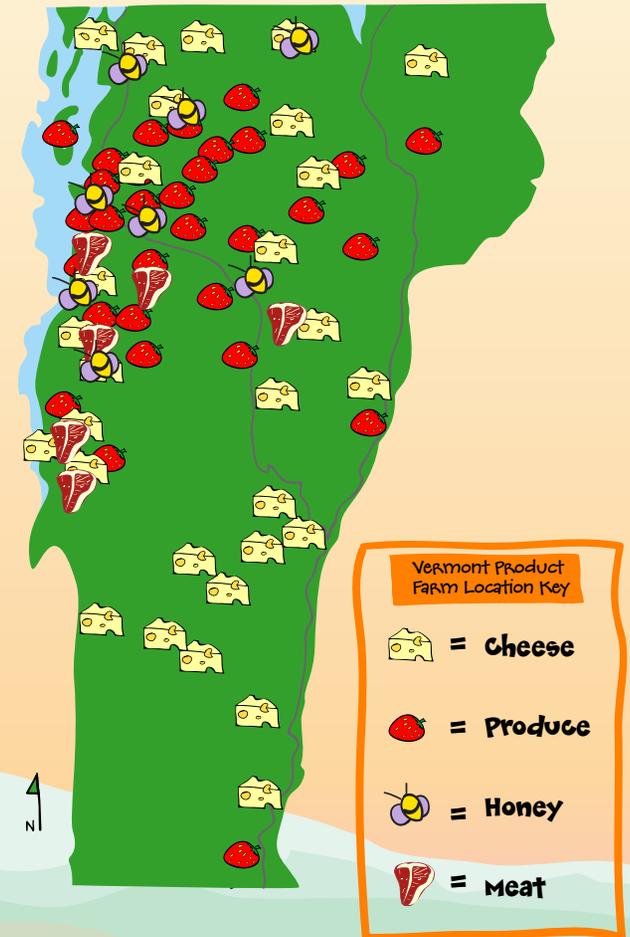


# Local Products

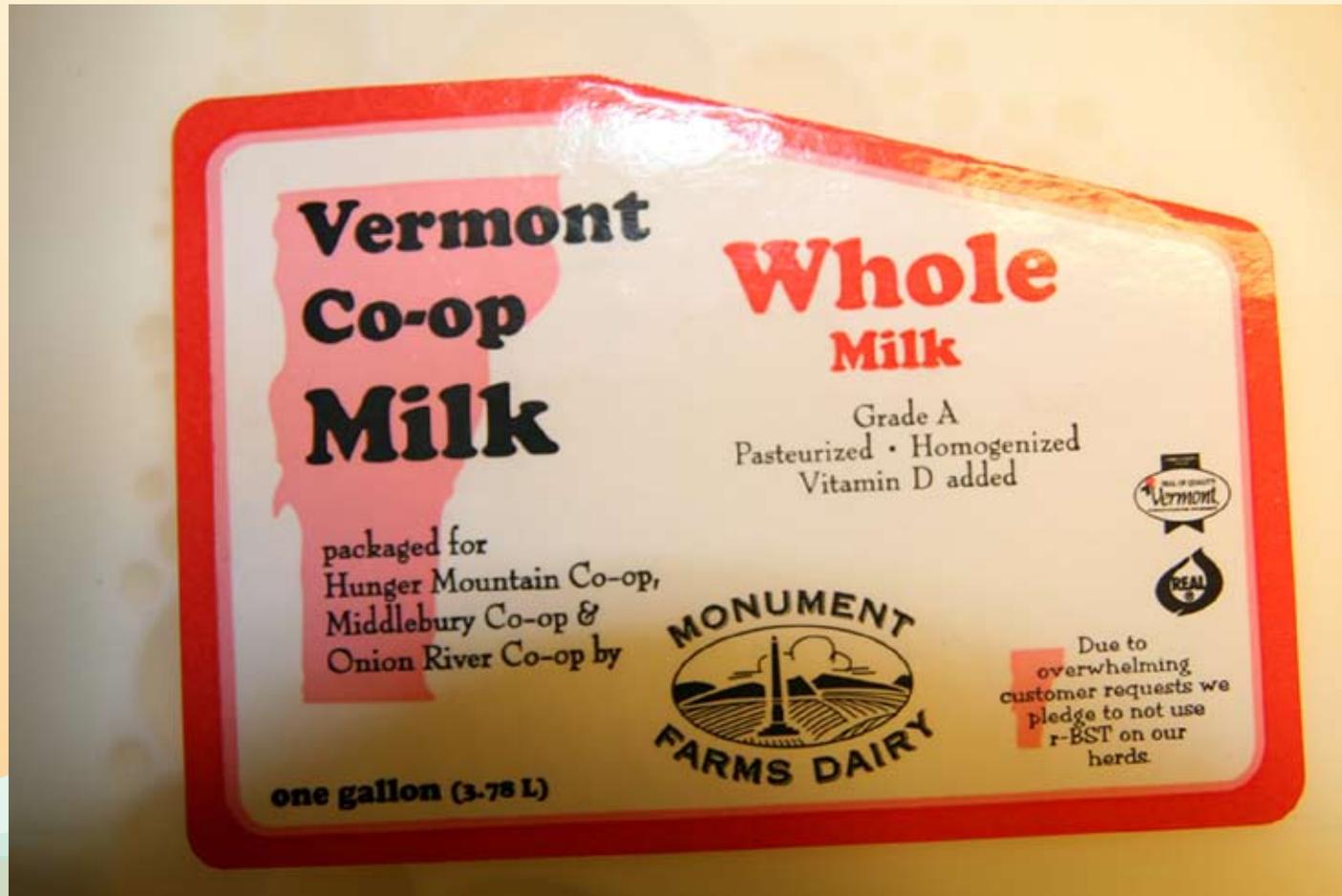
The Number of Local products fluctuates seasonally.

Goal: 1,000 +/- Vermont Products.

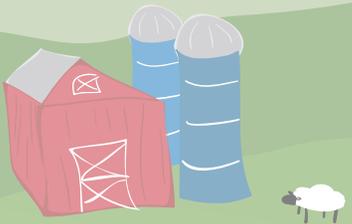
In November we sold over 1,700 Vermont Products



# Co-op Milk

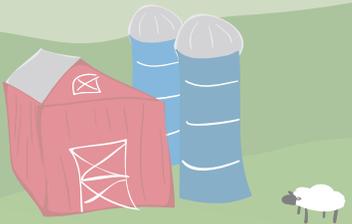


We sold over 100,000 gallons in two years



# Winter PLanning for Local Growers

Item	ORGANIC NOTES											CONVENTIONAL NOTES										
	Organic Prim	Size	May	June	July	Aug	Sept	Oct	Nov	ORGANIC NOTES	Conv Primary	Size	May	June	July	Aug	Sept	Oct	Nov	CONVENTIONAL NOTES		
Arugula Baby	DMC		DMC >>>	>>>	>>	>>	>>	>>	>													
Arugula Bulk	DMC		DMC >>>	>>>	>>	>>	>>	>>	>													
Arugula Bunch	PFF									Pitchfork will try												
Asparagus	AF/NwLf									AF maybe/RBF 2010?												
Beans Green	RMF			RMF >>	>>						LCF			LCF >>	>>							
Haricots											LCF			LCF >>	>>							
Yellow																						
Rainbow	LRF			LRF >>	>																	
Beets Red	DMC/RBF			DMC >>	>>>	RBF >>	RBF thru March			LCF				LCF >>	>>	>>	>>		thru March			
Beets Chiogga	AF	25#																				
Beets Gold	RBF							RBF >>	RBF thru March		LCF			LCF >>	>>	>>	>>		thru March			
Beets Bunch Gold																						
Beets Bunch Red	LRF			LRF >>	>>																	
Berries Blueberry	Adam	pint			Adam >																	
Blueberry																						
Blueberry																						
Berries Raspberry	Adam	1/2pint			Adam >	>>																
Raspberry	RBF				RBF >>																	
Raspberry	LRF				LRF >																	



# HighLighting Local to consumers



# HighLighting Local to consumers



# Environmental metrics: Solar Power

In February 2010, City Market will install 136 solar panels on our roof.

The payback is less than 5 years.



# Cloth Bag Refund

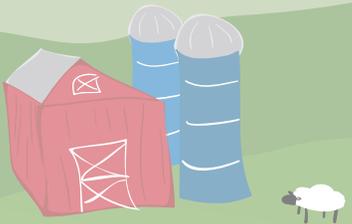
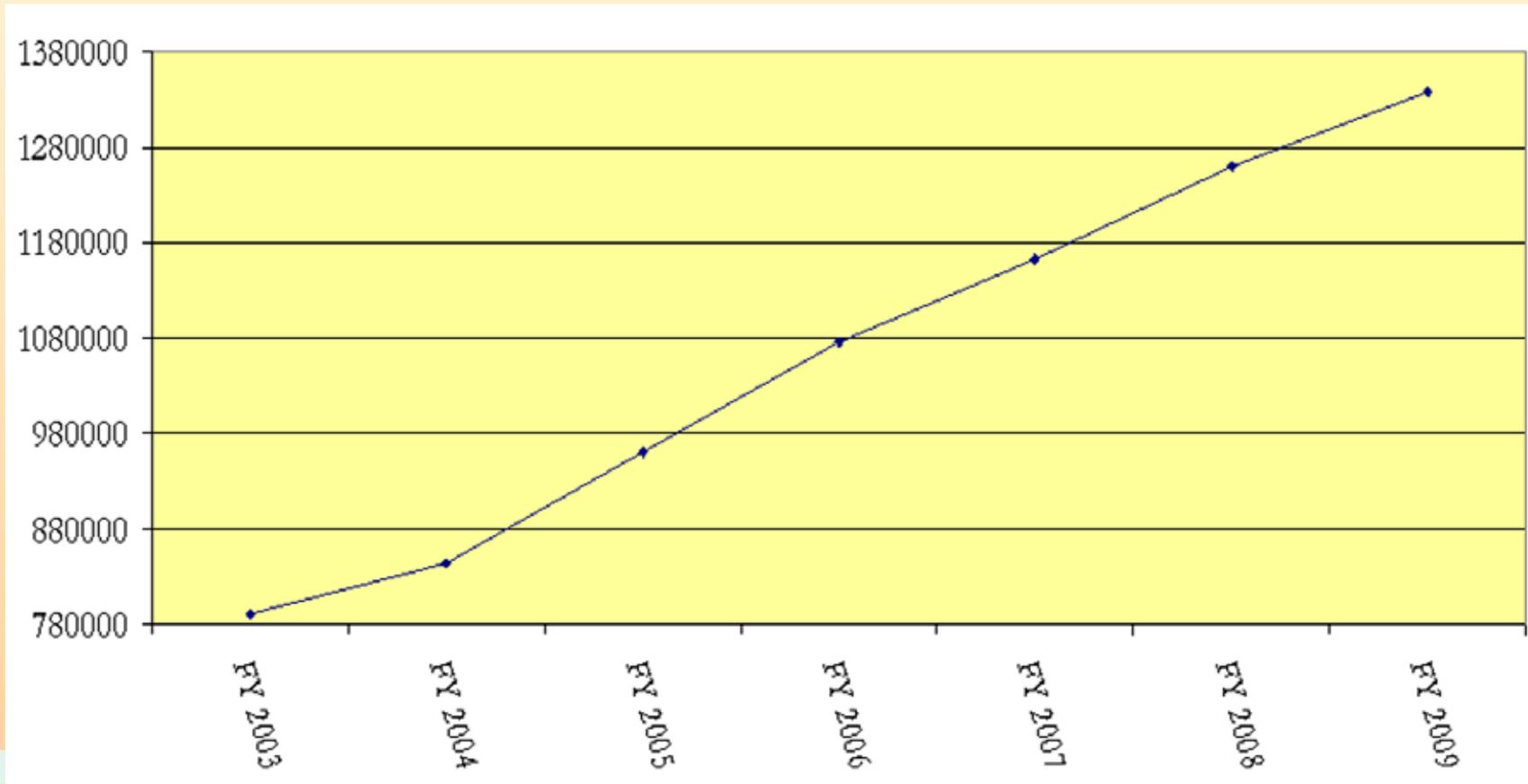
We refund 5¢ each time a shopper uses a cloth bag

In this past year we refunded over \$14,000 at 5¢ a bag.

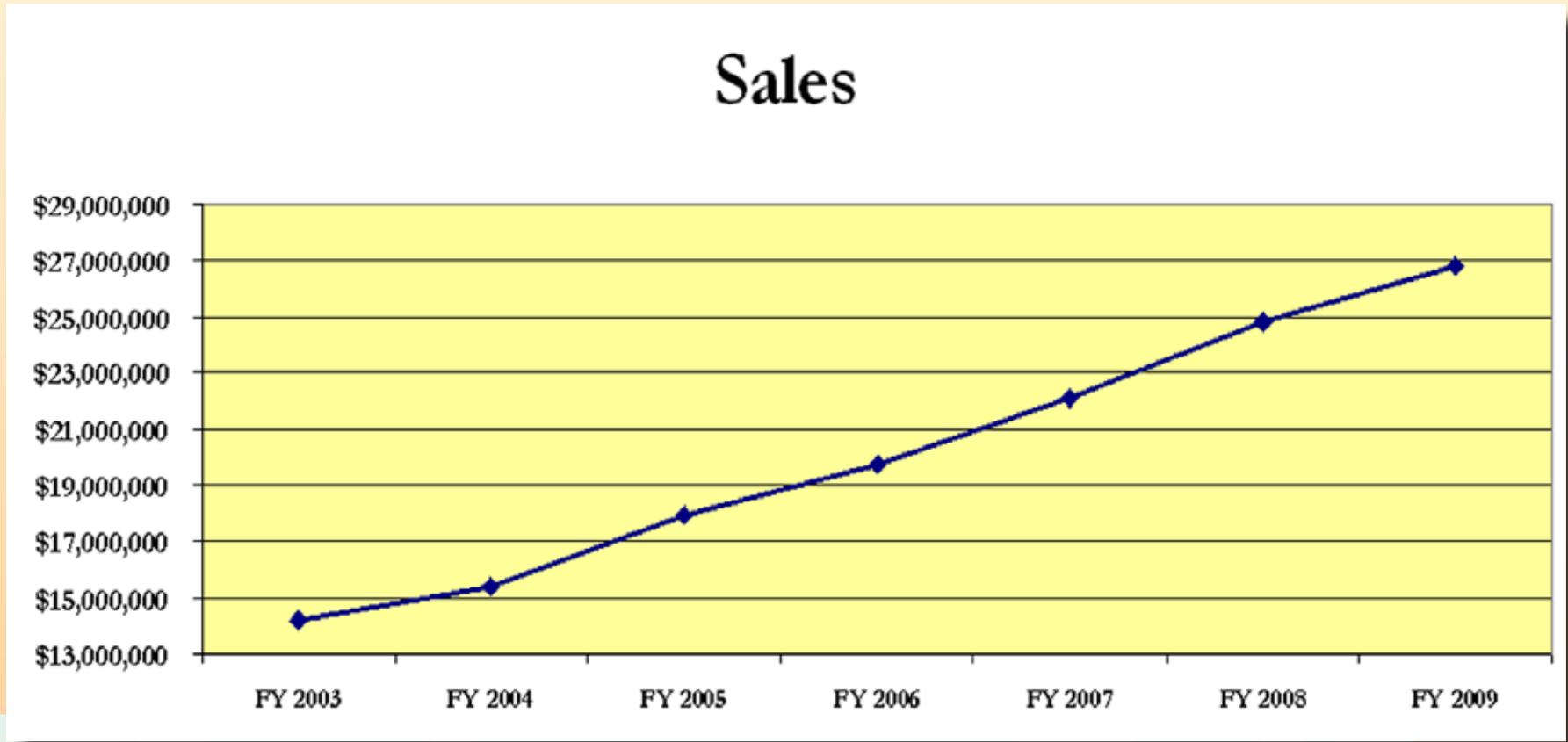
We used 14% fewer plastic bags as a result



# Annual Customers



# Economic Success: Sales



# City Market, Onion River Co-op



## Vermont Co-ops

- 1 Adamant Co-op
- 2 Brattleboro Food Co-op
- 3 Buffalo Mountain Food Co-op
- 4 City Market - Onion River Co-op
- 5 Hunger Mountain Co-op
- 6 Kingdom County Co-op
- 7 Middlebury Natural Foods Co-op
- 8 Plainfield Co-op
- 9 Putney Food Co-op
- 10 Rutland Area Food Co-op
- 11 South Royalton Market
- 12 Springfield Food Co-op
- 13 Upper Valley Food Co-op



the NCGA  
Co-ops are a  
VIRTUAL buying  
CLUB and have  
a shared national  
SALES plan



We Know Good Food



January 2010





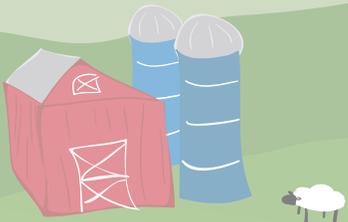
7 a.m. to 11 p.m. everyday!

2010

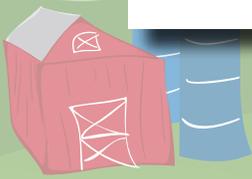
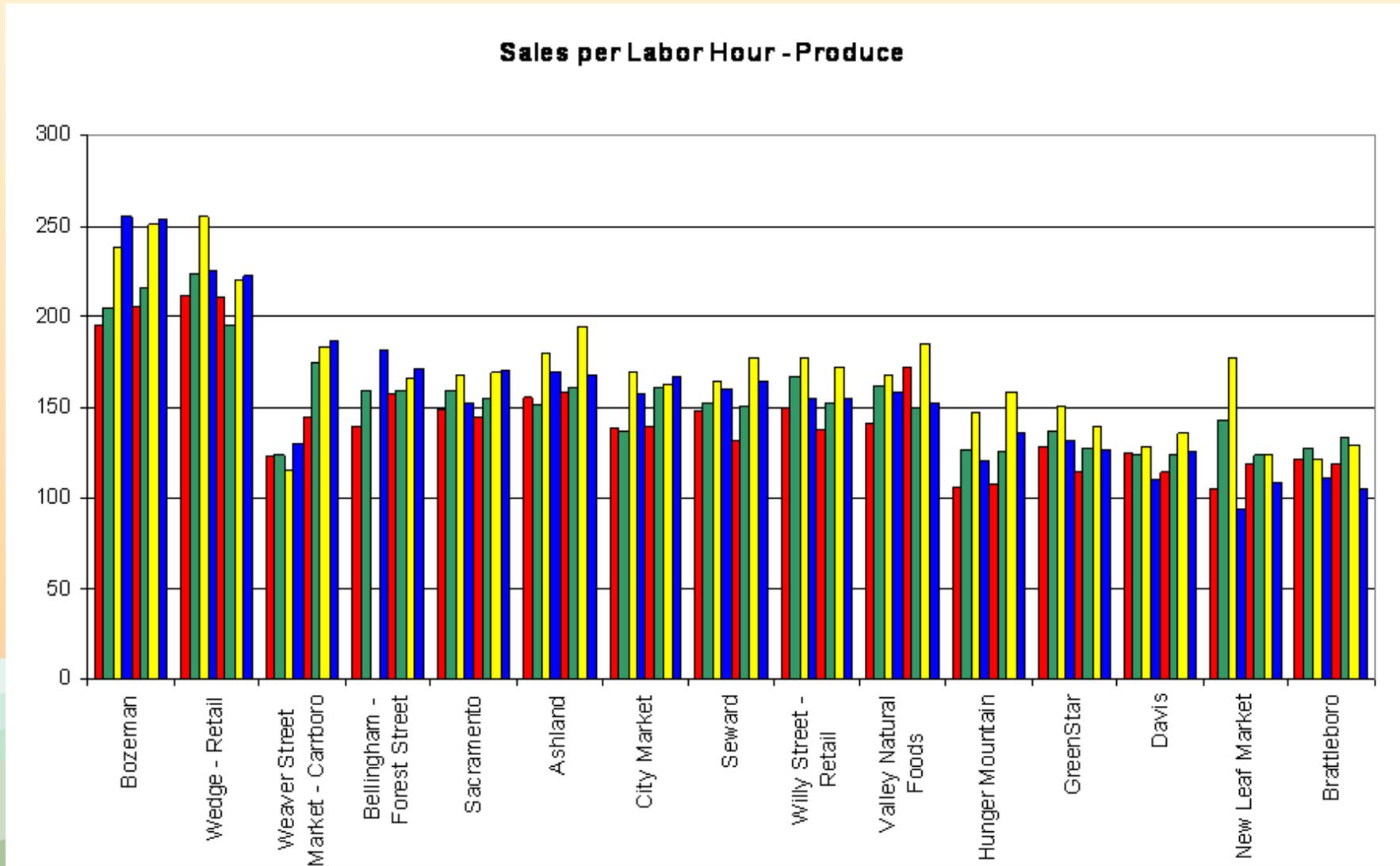
82 South Winooski Ave.

<p><b>BARBARA'S BAKERY</b> Shredded Cereal <b>\$2.99</b></p>  <p>13-16 oz., selected varieties</p>	<p><b>RUDI'S</b> Organic English Muffins <b>\$2.79</b></p>  <p>12 oz., selected varieties</p>	<p><b>LARABAR</b> Nutritional Bar <b>\$1.19</b></p>  <p>1.6-1.8 oz., selected varieties</p>	<p><b>STAHLBUSH ISLAND FARMS</b> Frozen Fruit <b>\$2.99</b></p>  <p>8-10 oz., selected varieties</p>
<p><b>R.W. KNUDSEN</b> Simply Nutritious Juice <b>\$2.29</b></p>  <p>32 oz., selected varieties</p>	<p><b>MUIR GLEN</b> Organic Soup <b>\$1.99</b></p>  <p>14-14.9 oz., selected varieties Organic Meat Soups \$2.69</p>	<p><b>ANNIE'S NATURALS</b> Salad Dressing <b>2/\$5</b></p>  <p>8 oz., selected varieties</p>	<p><b>SPECTRUM NATURALS</b> Organic Extra Virgin Mediterranean Olive Oil <b>\$12.99</b></p>  <p>33.8 oz.</p>

Some items may not be available at all stores or on the same days in the month of January 2010.



# Co-ops Share Financial Information



# Patronage Refund

The Co-op acts as a non-profit towards its members.

ORC made a net profit of 5.7% in 2009.

We were able to give back over \$250,000 in cash to our members.

Patronage Check average:

In 2008                      \$27

In 2009                      \$77



# Howard K. Bowers Fund

## Cooperative Excellence Award 2008

